



DOWNTOWN MATTERS ONLINE SURVEY SUMMARY

An online survey was developed as part of the Downtown Matters planning process led by the City of Englewood and Englewood Chamber of Commerce to identify a vision, priorities, and improvements for Downtown Englewood over the next five to ten years and beyond. In this process a broader definition of downtown is being explored that includes the traditional downtown portion of South Broadway, Englewood CityCenter, and the commercial areas around Craig Hospital and Swedish Medical Center. The online survey ran from February 2nd, 2020 to March 31st, 2020, and collected 318 responses. This survey was distributed broadly and received input from a variety of stakeholder types.

KEY FINDINGS

DOWNTOWN ENGLEWOOD TODAY

- 82% of survey respondents come to Downtown Englewood once a week or more.
- Restaurants and bars (50%) and shopping/larger stores such as Walmart, King Soopers, Safeway, etc. (17%) are the top two amenities bringing survey respondents to Downtown.
- Characteristics of Downtown Englewood that have gotten either 'much better' or 'slightly better' are new restaurants and nightlife (85%) and general appearance, including landscaping and beautification (60%).
- The characteristics that have been perceived as 'slightly worse' or 'much worse' are presence of people experiencing homelessness (70%), Englewood Trolley service (60%), traffic (60%), and parking options (52%).

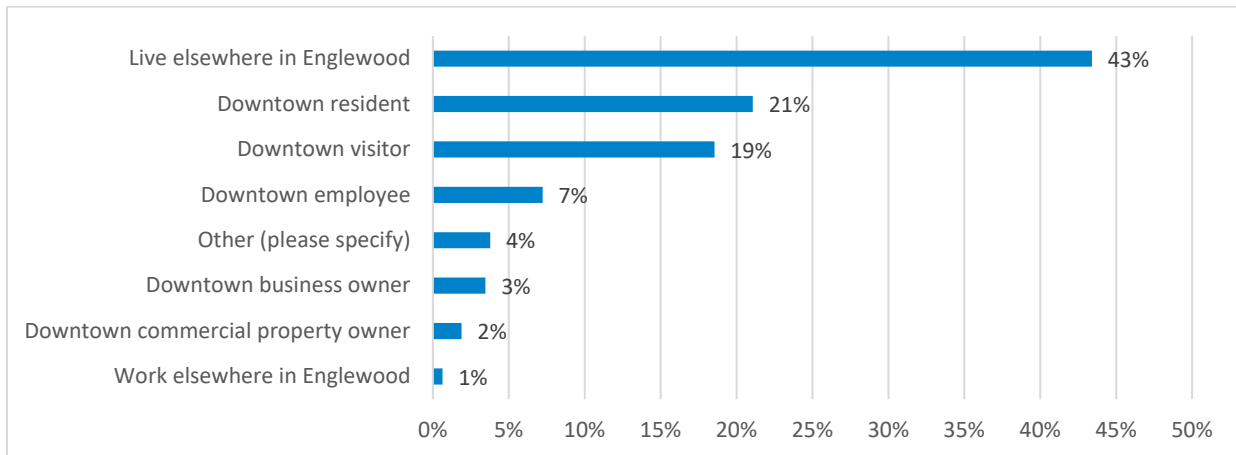
DOWNTOWN ENGLEWOOD TOMORROW

- The top ten words that capture respondents' vision for Englewood in the future are walkable, safe, vibrant, clean, community, restaurants, housing, affordable, accessible, and diverse.
- The top five 'Very Important' improvements needed for Downtown Englewood are fill vacant storefronts (70%), enhance the physical environment Downtown (53%), make Downtown more bike- and pedestrian-friendly and accessible (51%), improve the safety of Downtown, including better lighting, shorter crosswalks, etc. (50%), and more events and entertainment options to draw people on weekends and evenings (48%).
- When survey respondents were asked to select the one most important improvement needed in Downtown Englewood, the two actions that received more than 10% of the responses are fill vacant storefronts (16%) and redevelop CityCenter with mixed uses and more density (11%).

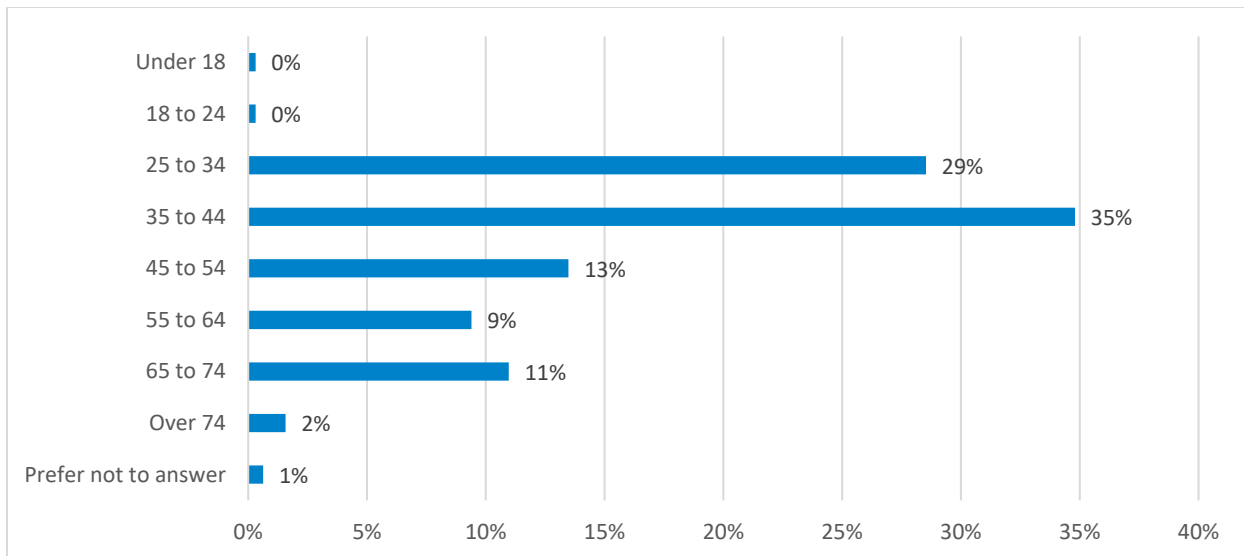


SURVEY RESPONDENTS

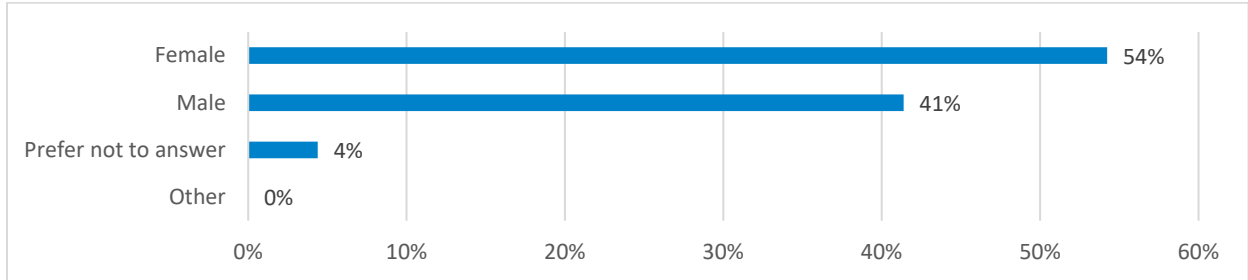
WHICH OF THE FOLLOWING BEST CHARACTERIZE YOUR PRIMARY INTEREST(S) IN DOWNTOWN ENGLEWOOD?



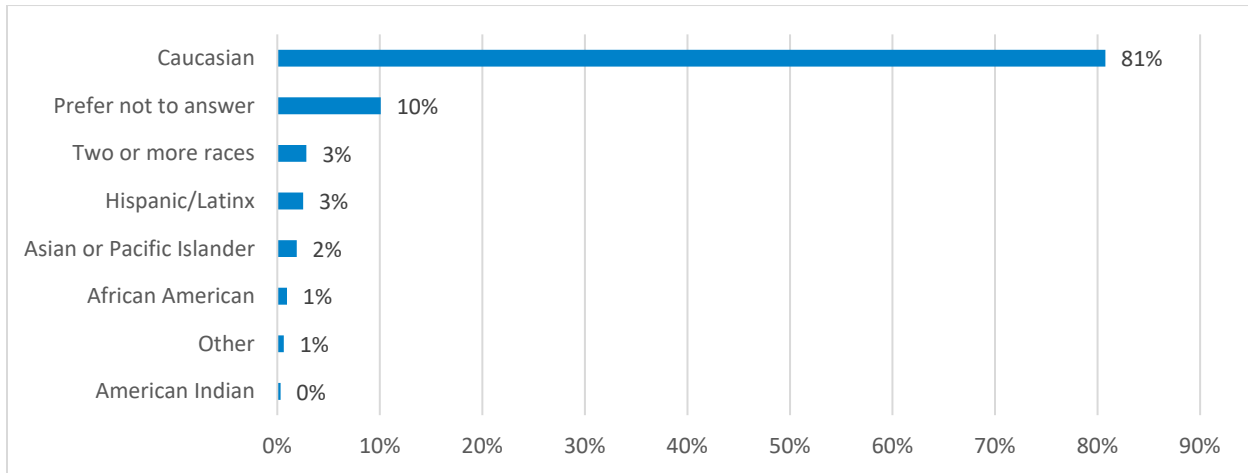
AGE



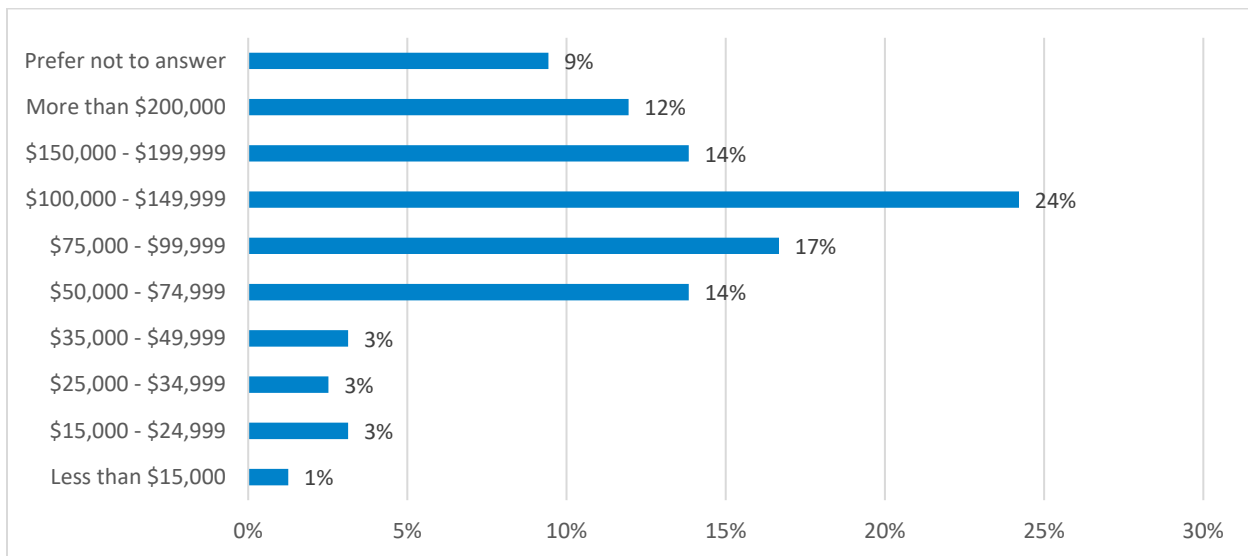
GENDER



RACE/ETHNICITY

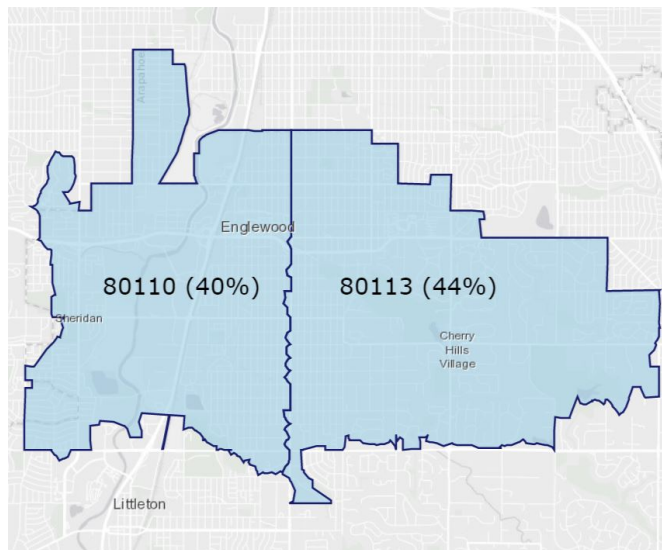


ANNUAL HOUSEHOLD INCOME



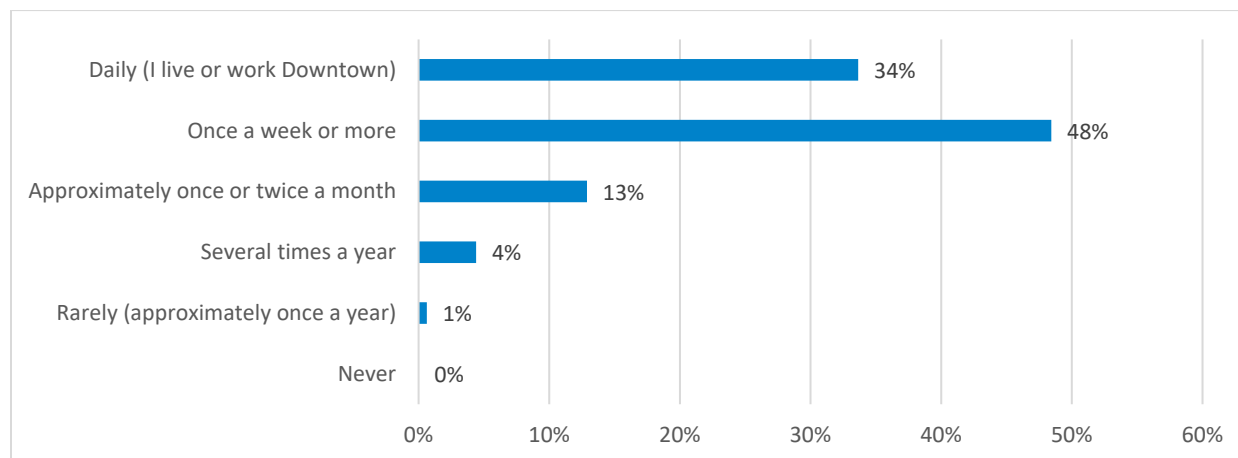
HOME ZIP CODE

Survey respondents provided **34 different zip codes**, the bulk of which are in the greater Englewood area. The zip codes with the vast majority of representation in the survey are 80113 (44%) and 80110 (40%). These zip codes cover Downtown Englewood and the areas directly west and east of Downtown, as seen in the map to the right. The next closest zip codes were 80210 (2%), 80120 (1%), and 80122 (1%).



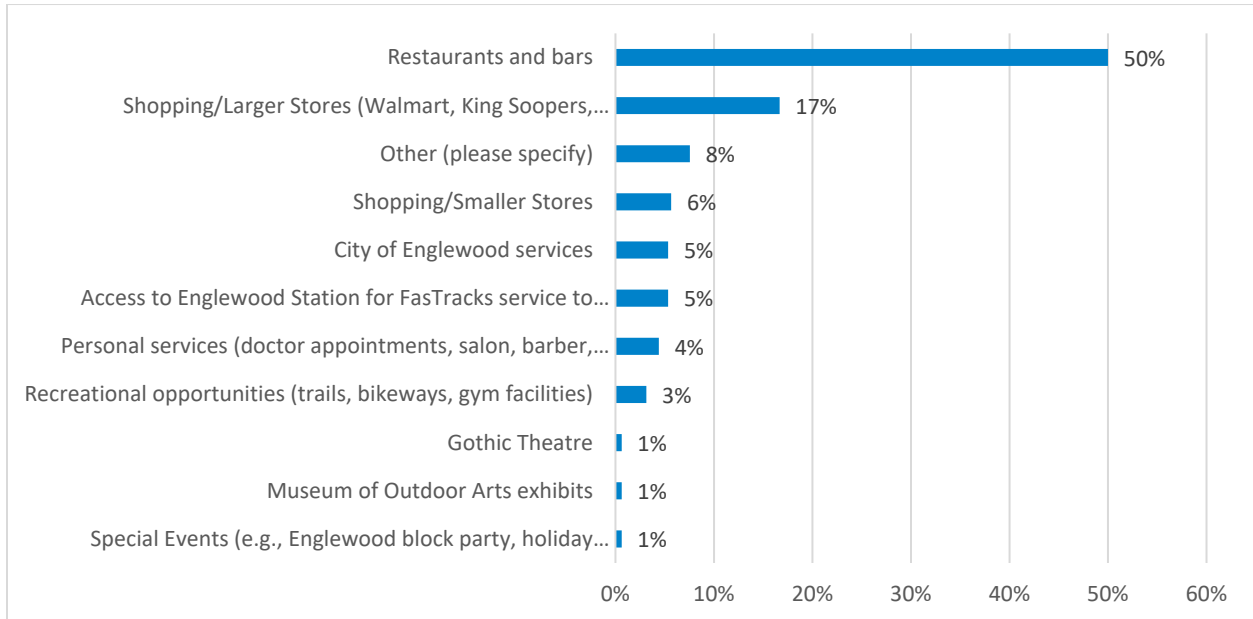
ENGLEWOOD TODAY

HOW OFTEN DO YOU COME TO DOWNTOWN ENGLEWOOD?





OUTSIDE OF WORK, WHAT MOST OFTEN BRINGS YOU TO DOWNTOWN ENGLEWOOD?



Responses in the 'other' category include:

- Visiting friends or family
- Englewood Public Library
- Church

DO YOU THINK THE FOLLOWING CHARACTERISTICS OF DOWNTOWN ENGLEWOOD HAVE BECOME BETTER OR WORSE IN THE PAST FIVE YEARS?

The characteristics of Downtown Englewood that over 50% of survey respondents perceived as having gotten either 'much better' or 'slightly better' are new restaurants and nightlife (85%) and general appearance, including landscaping and beautification (60%). Overall, more than half of survey respondents indicated that the provided characteristics of Downtown Englewood have either gotten 'much better,' 'slightly better,' or have not changed in the past five years. The characteristics that have been perceived as 'slightly worse' or 'much worse' are presence of people experiencing homelessness (70%), Englewood Trolley service (60%), traffic (60%), and parking options (52%).

	Much Better	Slightly Better	No Change	Slightly Worse	Much Worse
New restaurants and nightlife	47%	38%	7%	1%	2%
General appearance, including landscaping and beautification	14%	46%	18%	12%	5%
Light rail access via Englewood Station	10%	14%	43%	9%	1%
Housing options	9%	33%	11%	13%	11%



New retail and shopping options	9%	40%	28%	11%	3%
Arts and cultural activities	6%	39%	34%	3%	1%
Pedestrian & bicycle friendliness	5%	34%	31%	10%	3%
Parks and open space	4%	13%	57%	8%	6%
Businesses and jobs	4%	35%	24%	4%	2%
Englewood Trolley service	3%	9%	28%	3%	1%
Cleanliness (e.g., litter removal, sweeping, graffiti removal)	3%	25%	35%	18%	7%
Presence of people experiencing homelessness	3%	8%	20%	31%	27%
Safety (reality)	3%	24%	34%	16%	7%
Transit service (busses, light rail, Englewood Trolley)	3%	15%	40%	11%	1%
Traffic	3%	5%	33%	35%	16%
Parking options	2%	12%	35%	27%	10%
Safety (perception)	2%	31%	29%	19%	9%

Responses in the ‘other’ category include:

- Overall, the Downtown Englewood experience has improved
- Affordability of housing and commercial spaces has gotten worse in recent years
- Nuisance behaviors in public spaces have also gotten worse (drug use, solicitation, etc.)

ENGLEWOOD TOMORROW

LOOKING TO THE FUTURE, WHAT THREE WORDS BEST CAPTURE YOUR DESIRED FUTURE FOR DOWNTOWN ENGLEWOOD IN THE YEAR 2030?

The word cloud below represents the words most frequently used by respondents to describe their vision for Downtown Englewood in the future. The larger the word, the more frequently it was used. The top ten responses were (in order): **walkable, safe, vibrant, clean, community, restaurants, housing, affordable, accessible, and diverse.**



DOWNTOWN MATTERS ENGLEWOOD



TO ACHIEVE YOUR DESIRED FUTURE FOR DOWNTOWN ENGLEWOOD, HOW IMPORTANT ARE THE FOLLOWING?

Over 50% of respondents said most of the actions in the table below were either ‘Very Important’ or ‘Important’. The top five ‘Very Important’ actions for improving Downtown Englewood are highlighted in the table below. The top five combined ‘Very Important’ and ‘Important’ improvements are fill vacant storefronts (94%), enhance the physical environment downtown (87%), provide resources for existing and new small businesses (86%), improve the safety of Downtown (85%), and attract new employers and jobs (84%). The only two improvements that over 50% of respondents deemed ‘Somewhat Important’ or ‘Not Important’ were build a hotel in Downtown Englewood (66%) and enhance trolley service between the CityCenter, Broadway, and the Medical District (56%).

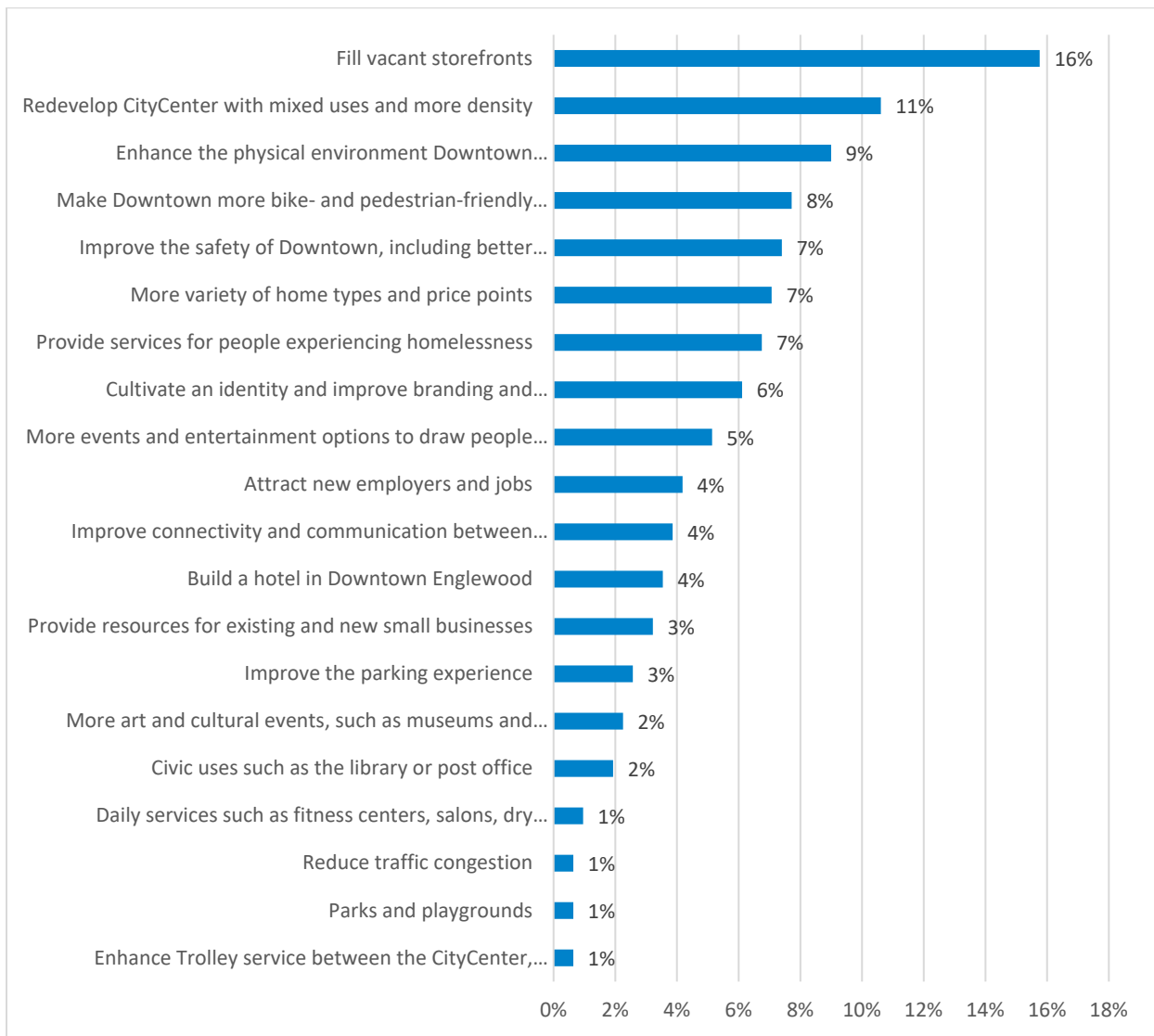
	Very Important	Important	Somewhat Important	Not Important
Fill vacant storefronts	70%	24%	5%	2%
Enhance the physical environment Downtown (beautification, landscaping, tree canopy, etc.)	53%	34%	10%	3%
Make Downtown more bike- and pedestrian-friendly and accessible	51%	30%	15%	4%
Improve the safety of Downtown, including better lighting, shorter crosswalks, etc.	50%	35%	13%	3%
More events and entertainment options to draw people on weekends and evenings	48%	31%	16%	6%



Parks and playgrounds	46%	34%	16%	4%
Provide resources for existing and new small businesses	44%	42%	11%	3%
Attract new employers and jobs	43%	41%	13%	3%
Cultivate an identity and improve branding and marketing of Downtown Englewood	42%	30%	20%	8%
Redevelop CityCenter with mixed uses and more density	39%	32%	15%	14%
Provide services for people experiencing homelessness	39%	35%	17%	9%
Civic uses such as the library or post office	38%	38%	19%	6%
More art and cultural events, such as museums and theaters	35%	38%	19%	8%
More variety of home types and price points	35%	31%	21%	13%
Reduce traffic congestion	31%	29%	26%	14%
Improve connectivity and communication between Downtown sub-areas (CityCenter, Broadway, and Medical District)	25%	38%	25%	12%
Daily services such as fitness centers, salons, dry cleaners, daycare, doggy day care	24%	38%	27%	11%
Improve the parking experience	23%	33%	29%	16%
Build a hotel in Downtown Englewood	16%	18%	27%	38%
Enhance Trolley service between the CityCenter, Broadway, and the Medical District	14%	30%	33%	23%

OF THE IMPROVEMENTS LISTED IN THE PRIOR QUESTION, WHICH ONE ACTION WILL BE MOST IMPORTANT?

When required to select just one action, it is been P.U.M.A.'s experience that any selection receiving over 10% of responses is generally considered significant. The two actions that received more than 10% of the responses are fill vacant storefronts (16%) and redevelop CityCenter with mixed uses and more density (11%). The next most popular responses were enhance the physical environment Downtown (9%), make Downtown more bike- and pedestrian-friendly and accessible (8%), and improve the safety of Downtown (7%). However, as the chart below shows, there was not a significant spread between the percentage of votes and a number of the provided actions that were considered important. Despite not being in the top five 'Very Important' improvements needed in Downtown Englewood on the previous question, redevelop CityCenter with mixed uses and more density rose to the top when respondents were asked to select one response. Additionally, while more events and entertainment options to draw people on weekends and evenings dropped was in the top five 'Very Important' improvements for the previous question, this option became less of a priority when respondents were asked to select one improvement.



IF YOU COULD SUGGEST ONE ADDITIONAL IMPROVEMENT TO ENHANCE DOWNTOWN ENGLEWOOD, NOT LISTED ABOVE, WHAT WOULD IT BE?

The word cloud below represents the words respondents used to suggest an improvement for Downtown Englewood in an open-ended question format. The size of the word indicates how frequently it was used, with the largest words used most often.



consider living in Downtown Englewood, while several respondents that provided specification in the 'other' category indicated they already live in Downtown Englewood.

